



## Career Service Authority

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# Marketing/Public Relations Representative

### GENERAL STATEMENT OF CLASS DUTIES

Performs professional level communications, marketing, and/or public relations work involved in the preparation and implementation of a variety of promotional and informational materials.

### DISTINGUISHING CHARACTERISTICS

This class is distinguished from the Marketing & Public Relations Specialist which plans, develops, designs, coordinates and monitors a variety of promotional and informational materials directed at public involvement and outreach strategies and activities.

#### ***Guidelines, Difficulty and Decision Making Level:***

Guidelines are generally numerous, well established and directly applicable to the work assignment. Work assignment and desired results are explained by general oral or written instructions.

Duties assigned are generally repetitive and restricted in scope but may be of substantial intricacy. Employee primarily applies standardized practices.

Decisions or recommendations on non-standardized situations are limited to relating organizational policies to specific cases. Problems that are not covered by guidelines or are without precedent are taken up with the supervisor.

#### ***Level of Supervision Received and Quality Review:***

Under general supervision, the employee receives assignments and is expected to carry them through to completion with substantial independence. Work is reviewed for adherence to instructions, accuracy, completeness, and conformance to standard practice or precedent. Recurring work clearly covered by guidelines may or may not be reviewed.

#### ***Interpersonal Communications and Purpose:***

Contacts with the public or employees where explanatory or interpretive information is exchanged, defended, and gathered and discretion and judgment are required within the parameters of the job function.

#### ***Level of Supervision Exercised:***

By position, performs lead work.

## ESSENTIAL DUTIES

Devises and implements communications, marketing, and/or public relations strategies to promote and publicize a variety of departmental or agency projects, services, programs, and/or activities.

Represents a department or agency as a liaison/spokesperson to the media, responds to inquiries and prepares correspondence in response to requests for information, complaints, and other matters.

Maintains relationships with city officials, governmental departments/agencies, and other organizations on matters related to public involvement and outreach activities.

Prepares a variety of promotional and informational materials including news releases, articles for publication, bulletins, websites, pamphlets, and other media related materials.

Researches and compiles statistical data on various marketing and/or public relations strategies, demographic factors, and historical data; analyzes data, and prepares reports with recommendations.

By position, assists with emergency situations by providing crisis communications to the public and media.

By position, provides input for budget development, monitors the budget, and tracks and/or authorizes expenditures.

By position, provides content development, editorial, and technical support for all forms of publications and/or media.

Performs other related duties and/or responsibilities as assigned or requested.

Any one position may not include all of the duties listed. However, the allocation of positions will be determined by the amount of time spent in performing the essential duties listed above.

## MINIMUM QUALIFICATIONS

### ***Competencies, Knowledge & Skills:***

**Communications & Media** – Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.

**Communicating with Persons Outside Organization** – Communicating with people outside the organization and representing the organization to customers, the public, government entities, and other external sources. This information can be exchanged in person, in writing, by telephone, or e-mail.

**Conflict Management** – Minimizes confrontations, disagreements, complaints, and grievances and resolves them in a constructive manner. Works with staff, higher-level managers, peers, administrative staff from other organizations, internal and external customers, and local stakeholders groups to generate areas of agreement and joint action.

**Social Perceptiveness** – Being aware of others' reactions and understanding why they react as they do and adjusting actions in relation to others' actions.

**Deductive Reasoning** – The ability to apply general rules to specific problems to produce answers that make sense.

**Reading** – Understands and interprets material including technical information, rules, regulations, instructions, reports, charts, graphs, or tables and applies what is learned from written materials to specific situations.

**Writing** – Expresses facts and ideas in writing in a succinct and organized manner.

**Oral Communication** – Expresses ideas and facts to individuals or groups effectively, makes clear and convincing oral presentations, listens to others, and facilitates an open exchange of ideas.

**Integrity/Honesty** – Displays high standards of ethical conduct and understands the impact of violating these standards on an organization, self, and others, chooses an ethical course of action, and is trustworthy.

**Interpersonal Skills** – Considers and responds appropriately to the needs, feelings, and capabilities of others and adjusts approaches to suit different people and situations.

**Problem Solving** – Identifies and analyzes problems, uses sound reasoning to arrive at conclusions, finds alternative solutions to complex problems, and distinguishes between relevant and irrelevant information to make logical judgments.

**Self-Management** – Sets well-defined and realistic personal goals, displays a high level of initiative, effort, and commitment towards completing assignments in a timely manner, works with minimal supervision, is motivated to achieve, and demonstrates responsible behavior.

**Client Orientation** – Applies quality management principles and processes for delivery of high-quality products and services, meets routine demands of internal and external customers, and strives for continuous improvement.

**Teamwork** – Encourages and facilitates cooperation, pride, trust, and group identity, fosters commitment and team spirit, and works with others to achieve goals.

**Planning & Evaluation** – Establishes objectives and strategies, identifies required resources, and develops plans for carrying out the work in a timely manner. Monitors and evaluates progress to ensure that policies are implemented and adjusted as necessary to accomplish the organization's mission.

**Reasoning** – Identifies rules, principles, or relationships that explain facts, data, or other information, analyzes information, and makes correct inferences or draws accurate conclusions.

**Decision Making** – Specifies goals and obstacles in achieving goals, generates alternatives, considers risks, evaluates and chooses the best alternative in order to make a determination, and draws conclusions or solves a problem.

**Creative Thinking** – Uses imagination to develop new insights into situations and applies innovative solutions to problems and designs new methods where established methods and procedures are inapplicable or are unavailable.

**Flexibility** – Is open to change and new information, adapts behavior or work methods in response to new information, changing conditions, or unexpected obstacles, and deals effectively with ambiguity.

Knowledge of public relation strategies sufficient to be able to manage public relations and facilitate information to the public through the media.

Knowledge of standards, methods, and practices of design, layout, and composition of printed materials sufficient to be able to compose and design forms, leaflets, posters, books, booklets, brochures, newsletters, and other publications.

***Physical Demands:***

Sitting: remaining in the normal seated position.  
Reaching: extending the hand(s) and arm(s) in any direction.  
Handling: seizing, holding, grasping or otherwise working with the hand(s).  
Fingering: picking, pinching, or otherwise working with the fingers.  
Talking: expressing or exchanging ideas by means of spoken words.  
Hearing: perceiving the nature of sounds by the ear.  
Repetitive Motions: making frequent movements with a part of the body.  
Eye/Hand/Foot Coordination: performing work through using two or more.  
Near Acuity: ability to see clearly at 20 inches or less.  
Far Acuity: ability to see clearly at 20 feet or more.  
Depth Perception: ability to judge distance and space relationships.  
Accommodation: ability to adjust vision to bring objects into focus.

***Working Environment:***

Pressure due to multiple calls and inquires.  
Subject to many interruptions and varying and unpredictable situations.

***Education Requirement:***

Baccalaureate Degree in Communications, Public Relations, Public Administration, Marketing, Business, or a related field.

***Experience Requirement:***

Two years of professional level experience performing communications, marketing, and/or public relations functions preparing and presenting informational materials.

***Education/Experience Equivalency:***

A combination of appropriate education and experience may be substituted for the minimum education and experience requirement.

***Licensure and/or Certification:***

Some positions may require the possession of a valid Colorado Class "R" Driver's License at the time of application.

**CLASS DETAIL**

**FLSA CODE:** Exempt

**ESTABLISHED DATE:** 07/16/2005

**REVISED DATE:**

**REVISED BY:** Patricia Anderson & John Hoffman

**CLASS HISTORY** This class specification was revised as part of a class maintenance study of communications, marketing, and public relations positions throughout the City.